


Updated On	2023/09/27																																
Curricular Year / Period	2023/24 / S1																																
Course	Tourism																																
Curricular Unit	Tourism Destination Management																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p style="font-size: small;">T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150	0	60	0	0	0	0	0	0	15	0
ECTS	Total			Horas de contacto semestral																													
		T	TP	PL	S	TC	E	O	OT	EC																							
6	150	0	60	0	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Maria Gorete Ferreira Dinis / gdinis@ipportalegre.pt																																
Other teachers (GDPR consent) <small>[complete name, email]</small>	Paula Sofia Dos Reis Amaral / paula.reis@ipportalegre.pt																																
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>	None																																
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>The Tourist Destination Management curricular unit has the following main learning objectives:</p> <ol style="list-style-type: none"> a) Know the concept and the components of the tourist destination b) Understand the role and functions of Destination Management Organizations c) Understanding the competitiveness concept of tourist destinations d) Interpreting competitiveness models of destinations e) Analyze the Management of Tourist Destinations f) Understanding the concept of networks and partnerships in tourist destinations g) Managing risk and crisis situations in the tourist destination h) Analyze the presence of tourist destinations in online platforms i) Understand the characteristics of the accessible tourist destination 																																
Sustainable Development Goals																																	
Syllabus	<ol style="list-style-type: none"> 1. Tourist Destination 2. Management of tourist destinations 3. Competitiveness of tourist destinations 4. Networks and partners in tourist destinations 5. Quality and certification in tourist destinations 6. Resilience and management of risks and crises in tourist destinations 7. Online management of tourist destinations 8. Management of accessible tourist destinations 																																
Teaching methodologies (including assessment)	1 - Teaching methodologies																																

<p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>The theoretical-practical classes begin with an exposition of knowledge and basic scientific information, proceeding the analysis of studies; to the discussion, critical reflection and sharing of experiences on the topics addressed using the analysis of case studies and practical work.</p> <p>The tutorial classes focus on clarifying doubts, encouraging dialogue, group dynamics and the insertion of the knowledge acquired in their practical work.</p> <p>2 - Period assessment</p> <p>The course unit can be completed through continuous assessment throughout the semester or by exam. The approval in the course unit by continuous assessment results from:</p> <ul style="list-style-type: none"> - 1 individual knowledge assessment test: 50%; - Group work: 50% (40% written work and 10% oral presentation); <p>3 - Examination assessment</p> <p>Exam-100%</p>
<p style="text-align: center;">Bibliography</p>	<p>1 - Main Bibliography</p> <p>Buhalis, D. & Costa, C. (eds.) (2006). <i>Tourism Management Dynamics. Trends, Management and Tools</i>. Elsevier Butterworth-Heinemann.</p> <p>Crouch, G. (2007). <i>Modelling destination competitiveness</i>. CRC for sustainable tourism. Queensland.</p> <p>Crouch, G. & Ritchie, J. (1999). <i>Tourism, competitiveness and societal prosperity</i>. <i>Journal of Business Research</i>, 44, 137-152.</p> <p>European Communities (2003). <i>A Manual for Evaluating the Quality Performance of Tourist Destinations and Services</i>. Office for Official Publications of the European Communities.</p> <p>Goffi, G. (2013). <i>A Model of Tourism Destinations Competitiveness: The case of the Italian Destinations of Excellence</i>. <i>Anuario Turismo y Sociedad</i>, XIV, 121-147.</p> <p>Joan C. (2001) <i>Tourism Crises: Causes, Consequences and Management</i>. Heinemann.</p> <p>Manente, M., & Minghetti, V. (2006). <i>Destination Management Organizations and Actors</i>. In D. Buhalis & C. Costa (Eds.), <i>Tourism Business Frontiers</i>, (pp. 228-237). Amsterdam: Elsevier.</p> <p>Ritchie, J. R. B. & Crouch, G. I. (2003). <i>The Competitive Destination: A Sustainable Tourism Perspective</i>. CABI Publishing.</p> <p>TdP (2017). <i>Manual de Gestão de Destinos Turísticos Acessíveis</i>. Turismo de Portugal.</p> <p>UWTO (2007). <i>A Practical Guide to Tourism Destination Management</i>. UWTO.</p> <p>UNWTO & ETC. (2008). <i>Handbook on E-marketing for Tourism Destinations</i>. World Tourism Organization.</p> <p>Valls, J. (2004). <i>Gestión de destinos turísticos sostenibles</i>. Ediciones Gestión 2000.</p> <p>Vignati, F. (2008). <i>Gestão de Destinos Turísticos. Como atrair pessoas para pólos, cidades e países</i>. Editora Senac.</p> <p>World Economic Forum. (2017). <i>The Travel & Tourism Competitiveness Report 2017. Paving the way for a more sustainable and inclusive future</i>. R. Crotti & T. Misrahi (Eds.). Switzerland: World Economic Forum.</p> <p>2 - Complementary Bibliography</p> <p>Agència Valenciana del Turisme (2015). <i>Manual Avanzado de Redes Sociales para Destinos Turísticos</i>. Agència Valenciana del Turisme.</p> <p>Alleyne, D., & Boxill, I. (2003). <i>The Impact of Crime on Tourist Arrivals in Jamaica</i>. <i>International Journal of Tourism Research</i>, 5(5), 381-391.</p> <p>Benckendorff, P. J., & Black, N. L. (2000). <i>Destination Marketing on the Internet: a Case Study of Australian Regional Tourism Authorities</i>. <i>Journal of Tourism Studies</i>, 11(2), 11-21</p> <p>Fernández Cavia, J., Vinyals Mirabent, S. & López Pérez, M. (2013). <i>Calidad de los Sitios Web Turísticos Oficiales de las Comunidades Autónomas Españolas</i>. <i>Bid: textos universitaris de biblioteconomia i documentació</i>, desembre, núm.31.</p> <p>Metin Kozak (2004). <i>Destination Benchmarking Concepts, Practices and Operations</i>. CABI Publishing.</p> <p>Observatório do Turismo dos Açores. (2008). <i>A Qualidade do Destino Açores na Perspectiva dos Turistas: Principais Conclusões</i>. Observatório Regional do Turismo.</p> <p>Page, Stephen J. (2007). <i>Tourism Management. Managing for change (2ªEd.)</i>: Elsevier.</p>
<p style="text-align: center;">Special Situations</p> <p>[Students with special status]</p>	<p>1 - Period assessment - Students with special status</p>

Curricular Unit Form (Document waiting approval from Course Commission)

2 - Examination assesement - Students with special status
